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Junior Achievement of Maine gears up for the TITAN™ CHALLENGE

Junior Achievement of Maine's 5th Annual Titan™ Challenge will be held on Thursday, February 17, 2011. This year we have 61 teams from 21 high schools throughout Maine participating.

The JA Titan™ Challenge is a unique online business competition that puts high school students in the leadership seat to run a virtual company. Each three student team takes on the role of CEO, CFO, and Marketing R&D as they directly compete with the other teams to successfully sustain their business. Each team is matched with a business mentor from the community to guide them through decision making and to inject business knowledge. With three locations, USM-Portland campus, USM-Lewiston/Auburn campus, and the Foster Center for Student Innovation at UMaine-Orono, students have the option to visit a college campus, or compete from their own schools. The top three teams who execute the dynamics of their fictional company's overall costs, production, marketing, capital investments, and research and development will win the challenge and receive a monetary reward.

Junior Achievement is the world's largest organization dedicated to educating students in grades K-12 about entrepreneurship, work readiness and financial literacy through experiential, hands-on programs. This year, JA will reach out to almost 10,000 Maine students.

If you are interested in being a business mentor or would like more information, please contact Michelle Anderson, Special Events & Marketing Coordinator or visit our website at www.jamaine.org

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